



Môže byť banka sociálna?

RASTISLAV BLAŽEJ

SLOVENSKÁ SPORITELŇA (SK)



Slovenská sporiteľňa dlhodobo patrí k najväčším podporovateľom neziskového sektora na Slovensku. V súčasnej dobe začína významný projekt, ktorého cieľom je sprístupnenie finančných služieb občanom a rodinám s nízkym príjmom, mikro podnikateľom a sociálnemu sektoru.

Kto rozhoduje o darcovskej podpore vo firmách a ako sa k nim dostať

PAVEL HRICA – NADÁCIA PONTIS (SK)



Firemný fundraising je v mnohom podobný tomu individuálnemu, ale má svoje špecifiká. Ak chceme získavať podporu na naše projekty medzi firmami, musíme poznať ľudí, ktorí o nej vo finále budú rozhodovať. Kto to je? Ako rozmýšľajú? Čo by sme mali spraviť, aby sme ich presvedčili? Počas tohto bloku sa ponoríme do spoznávania reálií, žargónu a zákulisia presklených budov biznis centier. Pozrieme sa na trendy vo firemnej filantropii na Slovensku i v zahraničí.



SLOVENSKO-ČESKÁ
KONFERENCIA
O FUNDRAISINGU

Lead generation - jak získat pravidelného individuálního dárcu v online prostoru

JAN GREGOR – HNUTÍ DUHA (CZ)



Online fundraising - všichni víme, že to je, všichni víme, že to musíme dělat a přes to - kolik z nás to reálně dělá a kolik z nás je spokojeno s výsledky? A začali jsme vůbec?

Během session se podíváme na efektivní metodu získávání pravidelných dárců v online prostoru. Budeme se bavit o lead generation. Efektivním souboru kroků, jak rozvinout online fundraising do své plné krásy. Flexibilní metoda pro NGO o pár lidech i pro větší organizace. Blok Vám pomůže utřídit kroky, které musíte k efektivnímu rozvoji online fundraisingu pomocí lead generation podniknout. Klade si za cíl předat poznatky takovým způsobem, aby je účastník mohl okamžitě začít používat. Varování - Online fundraising je návykový a nese riziko větších příjmů od individuálních dárců!

Reklama pro neziskové organizace, aneb jak propagovat, v co věříte

JAN ŽALOUDEK – DRUŽINA (CZ)



Tento workshop věnovaný tématu vytváření kampaní pro neziskové organizace se zaměřuje nejen na tvůrčí proces, metodologii, nástroje propagace, finance a rozpočet, ale i na příklady úspěšných kampaní z celého světa a několik praktických rad.

Jak si určit cíle vlastní práce? Jaký je rozdíl mezi cílem a výsledkem? Jak vytvořit zadání? Jak komunikovat své požadavky směrem ven? Jaké jsou možnosti klasických i nových médií v současném světě? Jaký je rozdíl mezi kampaní za korunu a kampaní za milion? V dnešní době nerozhoduje o šíření kampaně výše prostředků, ale nápad.

Máte rozpracovaný zajímavý projekt a nevíte, jak dál? Chcete poradit s tvorbou kampaně, nebo pomoci propagovat své záměry? Zapojte se do této dílny a profitujte z instantního poradenství k vašim kampaním.

Bed & Breakfast, vajcia a digitálny kokteil

ZUZANA SUCHOVÁ – SAVIO (SK)



Nekladte všetky vajcia do jedného košíka, zvolte rôzne cesty, ako získať pozornosť v online svete. S webom je to ako Bed & Breakfast hotelom, prvý dojem je veľmi dôležitý.

Prípravte web alebo landing page k fundraisingovej výzve tak, aby priťahli a motivovali darcov. Sociálne médiá už nie sú iba módné slovné spojenie, byť originálny a vedieť komunikovať sa oplatí. Personalizácia a automatizácia sú správnu kombináciou. Ako namixovať chutný digitálny kokteil?



A uzřela oslice andřela (aneb crowdfunding na Hithit.cz)

PAVEL EICHLER – HITHIT.CZ (CZ)



Zdroje z velkých společností vysychají, kdo chce zůstat ve hře a nestrkat nápady do šuplíku, musí najít a využít nové formy financování. Takovou novou formou je i crowdfunding, tedy hromadné financování. Crowdfunding otevírá kreativním lidem doposud zavřené dveře. Nemusí se zapřodávat, obcházet takzvané andělské investory, stačí vytvořit nápaditou prezentaci projektu a dál se soustředit na práci. Hithit.cz je crowdfundingový portál, který propojuje umělce, designéry, vývojáře, sportovce s fanoušky. Ti jim pomáhají zrealizovat projekty a dostávají za to exkluzivní odměny. Na Hithit.cz se dá jen vydělat. Buď dostanete věc, po které toužíte, nebo vám vrátíme peníze zpět.

Prinesie nový zákon o verejných zbierkach viac zdrojov?

IGOR POLAKOVIČ

CENTRUM PRE FILANTROPIU (SK)



Od júla na Slovensku platí nový zákon o verejných zbierkach. Nepochybne priniesol mnohé vylepšenia, no ako každý zákon, ani tento, hoc vypracovaný v spolupráci s neziskovkami, nie je dokonalý. Tento workshop sa bude venovať tomu, čo zákon priniesol do bežného života, ako chápať nejasné formulácie ako aj tomu, čo bude treba v minulosti ešte urobiť pre to, aby boli verejné zbierky ešte dôveryhodnejšie a oblúbenejšie ako dnes.

Mesiaciky: Ako nám fanúšikovia zafinancovali časť filmu prostredníctvom crowdfundingu

DIANA FABIÁNOVÁ – SMART LIFE PRODUCTION (SK)
LENKA GONDOLOVÁ – VIAFILM (SK)



Čo sa stane, keď dva roky nevíte nájsť peniaze na svoj ďalší film napriek predošlým úspechom? Zdravý rozum káže zabudnúť na to, veď aj tak máme ani nie ročné deti. Môžeme byť chvíľku snáď aj matkami. Moment, a čo je to ten crowdfunding...?

Zhruba takto sa začal príbeh dvoch nezávislých dokumentaristiek, režisérky a producentky, smerom ku crowdfundingu. Dlhé hodiny študovania prípadových štúdií, blogov, článkov atď. o tom, ako to úspešne zvládli americkí dokumentaristi pred nimi, sa vyplatili a napokon vyzbierali vyše 30 tisíc dolárov na platforme Indiegogo. Ten úspech bol aj jasným signálom pre ďalších sponzorov, že o film je skutočný záujem. Tak im fanúšikovia pomohli pokryť takmer celý rozpočet na film aj nepriamo. Workshop interaktívne predstaví prípadovú štúdiu filmu Mesiaciky s vierou, že rozprúdi živú diskusiu a zodpovedá vaše zvedavé otázky.



SLOVENSKO-ČESKÁ
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Fundraisingový trychtýř aneb jak se osvobodit od finanční závislosti

JANA LEDVINOVÁ

ČESKÉ CENTRUM FUNDRAISINGU (CZ)



Fundraising není jen o tom, „jak z koho vytáhnout pár korun“ nebo „jak napsat úspěšnou žádost o podporu“. Zdroje nejsou primárně peníze, ale ti, kteří je mohou poskytnout – lidé s dobrým srdcem, pochopením a podobnými potřebami – dárci. Diverzifikace systému financování organizací, zapojení soukromých dárců a práce s nimi je jedním z klíčových přístupů, které mohou úbytek veřejných zdrojů odvrátit. Fundraising sice je především o nadšení a zaujetí pro věc, ale bez systematické práce se ani v něm nedá dosáhnout dlouhodobých úspěchů. V tomhle workshopu vás Jana provede krok za krokem přípravou na zavedení profesionálního fundraisingu do organizace a představí jeden z nástrojů pro pochopení logiky a sledu fundraisingového argumentu – fundraisingový trychtýř.

Ako využiť sponzoring na posilnenie značky

PETER ŠTARCHOŇ – UK V BRATISLAVE (SK)



Prednáška bude orientovaná na aktuálne trendy v oblasti sponzoringu vo vzťahu k budovaniu a riadeniu značky, synergickému efektu daného vzťahu a vyhodnocovaniu jeho vplyvu na reputáciu značky sponzora s akcentom na vybrané praktické príklady a kľúčové atribúty úspešného sponzoringu.



Opening Plenary: The Joy of Legacy Giving

RICHARD RADCLIFFE
RADCLIFFE CONSULTING (UK)



In countries where legacy giving is not well known how do we make sure that Central Europeans will be happy to leave a legacy?

This session will look at "donor happiness" and how to develop trust and confidence in the future of your NGO so that donors and volunteers actually DO it. How can we produce smiles? It's easy, by understanding their motivations to invest in your future.

5 Ways to Improve Your Online Fundraising

NICK ALLEN - NUEVO FUNDRAISING (USA)



Whether you haven't started raising money online, or are raising thousands of euros a month, almost every NGO can improve its online fundraising through a combination of testing and optimization, trying new techniques, using crowd-funding campaigns and Facebook, and being more aggressive in building your email list and asking for money. In this workshop, we'll talk about at least five ways your organization can raise more money online.

What Social Media Can Do for Your Fundraising – and What It Can't

MICHAEL HOFFMAN
SEE3 COMMUNICATIONS (USA)



You know social media is an important tool for growing your donor base, but how to use it well is a tougher question to answer. In this session, we will explore how social media can be used to improve your fundraising techniques and increase your number of donors. Participants in this workshop will learn:

- What are realistic expectations on social media for fundraising
- How the share is the key action of social media and how to create more sharing
- The critical role of curating content to build strong social media following
- The metrics and measurements that matter
- New tools that can link online action takers and donors with social media friends and followers

How You Can Lead and Make a Difference

TONY MYERS - MYERS & ASSOCIATES (CAN)



One of the most critical issues facing the NGO sector is leadership. NGO's are struggling to find leaders who can make a difference. And those who are leading today are getting burned out faster than they can be replaced. So how do we move forward and find the leaders we need to build our NGO and the NGO sector. Join Tony Myers as he explores how we

find the leaders we need, how to take care of the leaders we have, and how to grow leaders from within. Only those interested in making a difference should attend this session.

- Learn how to find the leaders we need?
- Identify the steps to develop the leaders we find
- Identify the ways to care for leaders to ensure they stay healthy
- Explore how we can find the leader within ourselves
- Consider where we might go to develop our own leadership skills.

From Good Intentions to More Web Donations

BEATE SØRUM - B.BOLD (NOR)



There is a stubborn belief that surely, if someone has decided to go onto a charity's website to give, they'll put up with an extra field or two in the donation form. This is simply not true. Charities are losing money by not giving proper attention to the donation process. With rigid focus on UX and content strategy, the Norwegian Cancer Society has doubled the income from its website. This session shares the core principles and techniques used, and will enable you to go make your own charity's website much better equipped to let people give you their support.





Advertising for Nonprofits or How to Promote What You Believe In

JAN ŽALOUDEK – DRUŽINA (CZ)



This workshop dedicated to creating campaigns for nonprofits focuses on the creative process, methodology and tools of promotion, finance and budgets, as well as examples of successful campaigns from around

the world and some practical advice. How do you determine targets for your own work? How to create a brief? How to communicate your requirements to the outside world? What are the possibilities of traditional and new media today? What is the difference between 1 euro and 1 million euro campaigns? Getting your message across is no longer about spreading your campaign, but about your idea.

You have developed an interesting project and do not know what to do? Need help with a campaign or promotion? Join this workshop and benefit also from instant counseling to your campaigns.

Major Donors – What Makes Them Different

EVA ALDRICH – CFRE INTERNATIONAL (USA)



Major donors are different—they have different patterns for giving, different motivations for giving, and different ideas on how they want to be involved with your organization's projects. Find out what research

says about how major donors are different—and how you need to work with them differently to have fundraising success.

Video Strategy: How to Compete for Donors in a Video-Centric World?

MICHAEL HOFFMAN

SEE3 COMMUNICATIONS (USA)



Video is the most popular and fastest growing form of content. In fact, more than 83% of Internet users across all age groups now consume video on a regular basis.

And yet, nonprofit organizations have limited capacity to create video and haven't fully appreciated the need to change their culture and approach.

This is not about one viral video. This is about consistently and effectively communicating with video all the time and using it to create deep and ongoing relationships with donors. This session will outline the steps and process to create an organizational video strategy. Participants will have the opportunity to discuss circumstances and challenges within their own organizations. Michael will clearly outline the steps attendees need to take to move their organization on a path to video success.

Monthly Donors – Measuring KPIs, Attrition and Using Data to Maximize Income from Donors

ROLAND CSÁKI – WWF INTERNATIONAL (HU)



Are you clear about calculating ROI, attrition rates or investment needs? Did you ever struggle with forecasting future income from monthly donors?

Did you ever wonder what actions you should take to keep donors loyal?

In this hands-on session we will learn to measure most important KPIs, ways to forecast monthly donor attrition accurately. We will also make simple ways to connect attrition figures and donor loyalty communication calendar to figure out weak spots and potential to improve.

If you are scared that this will be a "heavy" session for advanced mathematics experts, than be assured that I will speak of numbers in the most simplistic way. I always hated mathematics for being too theoretical and complicated. This session aims to make you like numbers because they will start to make sense & fun!

How to Raise 22,000,000 CZK in 9 Months

JIRÍ BARTA – NADACE VIA (CZ)

TONY MYERS – MYERS & ASSOCIATES (CAN)



Major Donor fundraising does not work in Central and Eastern Europe. We can't use American style fundraising here and

expect it to work. Our culture is different here. It doesn't work here.

That is what people used to say. Well they can't say that anymore. Via Foundation in Prague, CR has just successfully completed a 22 million CZK campaign. They said it would never happen. But it did.

Join Jiří Bárta, Executive Director of Via Foundation and Tony Myers of Myers & Associates as they



share their story of how to raise 22 million CZK in 9 months and learn how you too can have a successful major donor fundraising campaign.

Learning Points:

- 12 steps to running a major donor campaign
- 7 things you need to know before asking big
- How Via Foundation was successful
- Why Via Foundation was successful
- What you can do to achieve the same success

Integration of Campaigns, Mass Mobilization and Fundraising

IGOR POLAKOVIČ

CENTRUM PRE FILANTROPIU (SK)



I belong to the generation of fundraisers who spent many of their working years in a world where every larger organization had a project department (campaigns) and media people sitting on one

floor and fundraisers isolated on a different floor. I can recall long-winded discussions about which of these departments should be in charge of the web and why it should or should not be this or that department...

Times have changed. Not infrequently, however, we still live in a world with barriers still persisting in the minds of people who communicate on behalf of an organization, people who do the project work and finally, that bunch of weirdos who try to find funding and donors for it all.

Therefore, my presentation will be about integration. Not only about its institutionalization, but also about a deep acceptance of it by the

whole team. I will give inspirational examples of what an organization can achieve in today's world if it knocks down the walls between departments and starts working as one big team. Of course, I will also speak about what benefits it brings both financially and to projects.

Why Do We Hate Marketing? And Why Can't We Avoid It?

ANDRZEJ PIETRUCHA – FUNDACJA BOŚ (PL)



Within the non-profit sector we often view marketing only as promotion and selling. We do not trust marketers and sometimes are even proud of it, which is absolutely

wrong. During the 60 minute session we will examine a few simple, but extremely useful marketing models which are crucial to building long-term relationships with donors. Successful Polish fundraising campaigns will be presented as well.

Debate:

Is Crowdfunding Really That Great?

JAN KROUPA

ČESKÉ CENTRUM FUNDRAISINGU (CZ)



Films, books, exhibitions, gadgets, crazy ideas... Everywhere you look, there is a crowdfunding campaign asking for your online support and promising such and such benefit in

return. The surge in raising funds from crowds enabled through social media and online environment is undoubtedly a new fundraising phenomenon. But is crowdfunding indeed the right

way to go for your project? Will we all crowdfund in one way or another in a very short future? Who has the chance? Who should rather focus on traditional tools? What is needed for success in crowdfunding?

These crowdfunding-related questions will be discussed here. This is not a typical conference workshop with presentations. Join Jan and other experts for this lively and interactive debate where you can explore challenges and new opportunities crowdfunding can offer to fundraisers today.

Expect the Unexpected – Be Ready to Raise Money When Something Goes Viral

BEATE SØRUM – B.BOLD (NOR)



It's every fundraiser's dream. All of a sudden, independent of you and your charity, something goes "crazy" on the Internet and the money just starts flowing in! You can't make

something viral happen magically. But, you CAN be ready for it to make sure you make the most of it when something DOES happen. There's a lot more you can do than stand by and count the cash. In this session, Beate will share the story of how the Norwegian Cancer Society was raised over € 420,000 when the Norwegians suddenly decided overnight to start jumping into cold water. You'll learn how to be ready for Cold Water Challenge, a #Nomakeupselfie and the Next Big Thing. You'll also learn how to use social media to steward volunteers and donors to forge strong bonds, ever increasing the chance that your charity will be the one they choose to support when they do something unexpected.



How Do We Get Boards to Do Their Job and Help Fundraise?

TONY MYERS – MYERS & ASSOCIATES (CAN)



What does your Board do? How does it help you get work done? Does it help you fundraise? Does it make your NGO better or does it make it worse. What has your Board done for you lately? Boards can make or break an NGO. Explore with Tony how your Board can make a difference and how it can make your life easier and better. This session will draw on you and your colleagues for their ideas and suggestions.

Learning Points:

- Identify the characteristics of an ideal Board member
- Learn about the 7 things a Board can do for you
- What are the 5 most important ways a Board can help you fundraise
- Identify the steps you can take when a Board isn't working
- Learn how you can help recruit the ideal Board member

Fundraising Language 2020 Course

ROLAND CSÁKI – WWF INTERNATIONAL (HU)



Digital is all around us, infiltrating every aspect of our lives. In this session we will explore how fundraising will be done in the digital future. Now you say: "Hmm, I've heard this so many times before: tablets, mobiles, smart TV, etc." I promise we will not speak about

these technologies. Instead we will explore the future donor's behavior. Let's find out together what will trigger making a donation, how the future generations will behave, how they will react to messaging and what forms and ways they will prefer to engage with your charity. Not tablets or mobile phones, but their users will revolutionize the fundraising landscape, and they will expect us to speak to them in a different language. Welcome to our fundraising language 2020 course. :)

Crowdfunding as an Alternative Source of Financing

MARIA STASZKIEWICZ, MILAN ZUBÍČEK
ASPEN INSTITUTE PRAGUE (CZ)



Crowdfunding is a growing sector where business, culture and even philanthropy sectors meet and interact. It is more than a successful means to raise money as it enhances in individual donors the sense of ownership over the project they decide to support. In 2014, together with three other organizations Milan and Maria have been implementing the Crowdfunding Visegrad project that aims to assess the state of play in crowdfunding throughout V4 countries and to promote it as an alternative source of financing. It has 2 outcomes: a comparative study on the financial, technical as well as legal environment of crowdfunding in the Visegrad region, and a manual of best practices for crowdfunders. In their presentation, Maria and Milan will outline the project results, focusing on how the non-profit sector can diversify funding through campaigns run on crowdfunding platforms.

Closing Plenary: Getting into Your Supporters' Pants (or Purse) OR Is There an App for Fundraising? Building the 21st Century NGO

NICK ALLEN – NUEVO FUNDRAISING (USA)



In an always-on / in your pocket / Internet-of-things world where people meet each other on Tinder, share disappearing experiences on Snapchat, and focus more on their screens than their neighbors, how can your NGO build relationships with your donors and supporters? For the first time, NGOs can engage in real time with their supporters at very low cost – so how can we take advantage of this historic opportunity?





Eva Aldrich
CFRE INTERNATIONAL (USA)

- Major Donors – What Makes Them Different

Eva is President and CEO of CFRE International, the globally acknowledged voluntary certification for fundraising professionals. The CFRE credential supports and encourages fundraising professionals to aspire to the highest standards of professional competence and ethical practice in serving the philanthropic sector.

Prior to joining CFRE International, Aldrich was Associate Director of Public Service and The Fund Raising School at Lilly Family School of Philanthropy at Indiana University. Aldrich has been widely published in fundraising journals and is one of the editors of Achieving Excellence in Fundraising, 3rd Edition, from Jossey-Bass.



Nick Allen
NUEVO FUNDRAISING (USA)

- Masterclass: Building an Effective Online Fundraising Program for Your NGO
- 5 Ways to Improve Your Online Fundraising
- Closing Plenary: Getting into Your Supporters' Pants (or Purse) OR Is There an App for Fundraising? Building the 21st Century NGO

Nick helps NGOs harness the power of the Internet to raise money, raise their voices, and build relationships. For the last 15 years, he has helped major international and U.S. organizations including

Amnesty International, UNICEF, UNHCR, World Vision, Habitat for Humanity, CARE, and PETA to build large online programs.

Nick was founder and CEO of Donordigital, one of the leading U.S. online fundraising agencies, as well as Alma Global based in Barcelona. He is currently director of the new agency Nuevo Fundraising in San Francisco, whose clients include the U.S. Fund for UNICEF, WWF U.S., and other leading NGOs.

Nick teaches master classes at the International Fundraising Conference in the Netherlands, as well as at the Festival del Fundraising in Italy and the Spanish Fundraising Conference. Nick also presents at leading U.S. conferences including NTEEN and the Bridge Conference.



Jiří Bárta
NADACE VIA (CZ)

- How to Raise 22,000,000 CZK in 9 Months

Jiří is the Executive Director of Via Foundation, one of the largest independent grant-making foundations in the Czech Republic providing grants, training, coaching and other forms of assistance to civic organizations, initiatives and communities across the Czech Republic. Via is very active internationally and since 2010 it has been managing the C.S.Mott-funded ViabilityNet program – a peer learning and capacity building initiative for civil society leaders in Central and Eastern Europe.

Jiří has been involved in the community foundation field since 1997 and in the past three years has

studied and written on the development of community foundation movements in the Czech Republic, Poland and Romania. Prior to joining the Via Foundation, Jiří was a consultant with the Czech management consultancy company CS-Project Ltd. Jiří received his M.A. in public management from Carnegie Mellon University and is a Ron Brown Fellow. He is a member of the Remarque Forum organized by the Remarque Institute at New York University and a Synergos Fellow.



Rastislav Blažej
SLOVENSKÁ SPORITELŇA (SK)

- Môže byť banka sociálna?

Rastislav is a Head of Retail Product Management at Slovenská sporiteľňa bank, graduated from Bratislava University of Economics. He started his career with consulting company Accenture focusing on distribution channels in the Czech Republic. He held various positions in retail at VUB bank for a number of years in the field of direct banking and client services as well as product management.





Roland Csáki

WWF INTERNATIONAL (HU)

- Monthly Donors – Measuring KPIs, Attrition and Using Data to Maximize Income from Donors
- Fundraising Language 2020 Course

Roland works with the WWF International's Global Development Center, a team responsible for the fundraising development throughout the world. He helped kick off fundraising programs in Poland, Russia, Hungary, Turkey, Romania, Bulgaria, Korea, Thailand.

Roland is an expert in F2F and online/digital fundraising, having spoken at a number of international conferences. Before WWF, he worked for Greenpeace and Outward Bound.



Pavel Eichler

CRM FOR NONPROFITS (CZ)

- A užřela oslice andřela (aneb crowdfunding na Hithit.cz)

Pavel is a project hunter and co-owner of Hithit.cz crowdfunding portal. He was previously a journalist for MF DNES newspaper and iDNES.cz and co-founder of Radio Wave. Now he works as a freelancer in advertising. He is a co-founder and executive director of nedori | media where he specializes in content marketing and multi-layered marketing communication (with clients including Red Bull, Škoda Auto, Budřjovický Budvar,

Jägermeister, David Koller, Orion, Vodafone, Bedna Films, Creative Lab, NĚSCAFĚ, International Krav Maga Federation, etc.). He is a fan of Bohemians football team. His other hobbies include mountains, boxing, krav maga, Formula 1, good food, Moravian wine and modern art.



Diana Fabiánová

SMART LIFE PRODUCTION (SK)

- Mesiačky: Ako nám fanúřikovia zafinancovali časř filmu prostrednřctvom crowdfundingu

Diana, writer-director of the award-winning feature *The Moon Inside You* (2009) is a documentary filmmaker of the Young Slovak Wave. Fabiánová has pioneered a personal, engaging documentary style, using animation, vintage film clips and autobiographical elements as well as classic interviews to achieve a unique tone described by *Variety* as "absolutely, riotously right." Not long ago she released her new film for teenagers about menstruation called *Monthlies* and is currently working on a new fascinating feature documentary. After living in Spain and France and travelling the world, Diana is now settled back in her native Slovakia where she is bringing up her two sons.



Lenka Gondolřová

VIAFILM (SK)

- Mesiačky: Ako nám fanúřikovia zafinancovali časř filmu prostrednřctvom crowdfundingu

Lenka likes to make films tackling issues that matter. Her first film as a producer was a short film called *The Blind Man* (2006), on which she worked with director Martin Fazeli. She received her MBA at the Open University Business School in October 2011. Currently she studies law, her interest in law having been inspired by her interest in human rights and social business. Since 2007 she has co-organized NORDFEST, a Nordic cinema festival. She returned to film-making in the summer of 2010 and now continues her work as an independent producer in tandem with director Diana Fabiánová.



Jan Gregor

HNUTĚ DUHA (CZ)

- Lead generation – jak zřsikat pravidelnřho individuálního dárce v online prostoru

Jan has been working on the development of individual fundraising since joining Hnutí DUHA in 2006. Currently, he is the head of the individual fundraising department, with online and direct fundraising as his specialization. He is a member of the Hnutí DUHA Board. Since 2012 he has been Chairman of the Za snadné dárcořství (For Easy Giving) Coalition's Executive Board. He has been interested in regular and non-anonymous giving.



Since 2006 Jan participated in developing the direct dialog method which, during 2006-2011, brought several thousands of new regular donors to Hnutí DUHA every year. He also participated in the development of the Hnutí DUHA's donor relationship management and its database solution. Since 2013 the new strategy of interconnecting the online and offline fundraising has been generating over 1,000 new contacts every month, and the numbers keep growing thanks to the development of online fundraising.

ethics at Charles University, plays with the bands Vrtule 1, Sketa Fotr, and performs with the theater company Teatro Truhla.



Michael Hoffman
SEE3 COMMUNICATIONS (USA)

- Masterclass: Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online
- What Social Media Can Do for Your Fundraising – and What It Can't
- Video Strategy: How to Compete for Donors in a Video-Centric World?

Michael is the CEO of See3 Communications based in Chicago, USA. He is a leading authority on online video for nonprofits and a long-time consultant to nonprofit leaders on online fundraising, advocacy and community engagement strategies. He started his career as a Washington-based political consultant and nonprofit fundraiser before joining a venture investment firm to develop Internet startups. Michael founded See3 to bring together

his belief in the power of the web and his passion and experience with nonprofit fundraising, advocacy, and education. He is a frequent blogger and tweeter on nonprofit marketing and is an internationally sought-after speaker on topics such as online cause marketing, web video, and social media for social change.



Pavel Hrica
NADÁCIA PONTIS (SK)

- Kto rozhoduje o darcovskej podpore vo firmách a ako sa k nim dostať

Pavel joined Pontis Foundation 8 years ago. Together with his team, he works to help develop corporate philanthropy in Slovakia. He was involved with the beginning of corporate volunteering in Slovakia and launching the first year of the Naše Mesto (Our City) project. He assisted in birth of the Corporate Philanthropy Forum, and Dobrá krajina (Good Country) and Srdce pre deti (The Heart for Children) projects. Currently, he oversees the functioning of 18 corporate funds: Accenture, Dell, Lenovo, Johnson Controls, Honeywell, PwC, Slovenská sporiteľňa, Telekom, Slovenské elektrárne, KIA Motors, ZSE, SSE, Novartis, DM Drogerie Markt, Lidl, Mobis, Lear and Fond pre transparentné Slovensko (Fund for Transparent Slovakia). He is in charge of the CSR and corporate philanthropy awards Via Bona Slovakia. He is also on the Corporate Foundations and Funds Association's Executive Committee.



Jana Ledvinová
ČESKÉ CENTRUM
FUNDRAISINGU (CZ)

- Fundraisingový trychtýř aneb jak se osvobodit od finanční závislosti

As an international trainer and consultant, Jana has been providing training and consultations in resource mobilization, personnel management, strategic planning, marketing, advocacy, and partnership development in over 20 countries, mainly in CEE. Recently, she has been using her vast expertise from working in different countries and with a range of organisations in transition for work in the Czech Fundraising Centre in Prague. The Centre desires to see an authentic, vital and vibrant civil society in the Czech Republic, the CEE region and other countries in transition. It helps civil society leaders and communities acquire skills to build trust and long-term independence.



Tony Myers
MYERS & ASSOCIATES (CAN)

- How You Can Lead and Make a Difference
- How to Raise 22,000,000 CZK in 9 Months
- How Do We Get Boards to Do Their Job and Help Fundraise?

Tony is a passionate enthusiast, fundraiser, consultant, strategist, author, speaker and coach who loves to raise money and help others be successful.



His life-time of experiences in raising money and working with organizations in transition have shaped his expertise as fundraiser and change-maker. His skills in strategic planning, board development, major gift fundraising and strategic planning have placed him in demand as a speaker and consultant around the world. Ultimately, his spirited presentations will get you thinking, change your perspective and give you the confidence to pursue a world of abundance.



Andrzej Pietrucha
FUNDACJA BOŚ (PL)

- "Stone Facebook" at the Beginning, or We Are in the Countryside and Trying to Survive

Andrzej is President of the BOŚ Foundation - Polish Bank For Environmental Protection Corporate Foundation. He is a marketing and fundraising trainer and consultant. For 14 years he has been involved in various charities including United Way Polska, ITAKA Foundation and BORIS Association. He graduated in history at Warsaw University and has an MSc in charity marketing and fundraising from Cass Business School/City University. He also completed School for NGO Trainers and was awarded scholarships from the British Council - Joseph Conrad PROVIDENT scholarship and from the Trust for Civil Society in CEE. In 2002 he completed an internship at United Way of Greater Cincinnati. He is a member of the Polish Fundraising Association, the Polish NGO Trainers Association and the Cass Alumni Association in Poland.



Igor Polakovič
CENTRUM PRE FILANTROPIU (SK)

- Prinesie nový zákon o verejných zbierkach viac zdrojov?
- Integration of Campaigns, Mass Mobilization and Fundraising

Igor has lived in the world of nonprofits for the last 20 years. Most of the time he worked in various Greenpeace offices. At the end of the century he helped expand fundraising activities in Central and Eastern Europe. His latest "green" path led to New Zealand, a country of four million, where in two years he helped double the size of the Face to Face program to more than 20,000 new regular donors annually.

He participated in the largest mass mobilization campaign in the country's history, during which he realized that for a really good campaign, communications and fundraising to bring results, each part of the organization must pull together effectively.

After returning to Slovakia Igor has taken on a role of a fundraising "evangelist", inspiring other organizations to invest energy into finding individual donors. Igor is the initiator and administrator of the DARUJME (Let's Give) system which is a non-profit payment gateway for online donations, powered by LudiaLudom.sk servers. Today, the system is used by nearly a hundred of Slovak organizations.



Richard Radcliffe
RADCLIFFE CONSULTING (UK)

- Masterclass: Building a Legacy Strategy Which Costs Nothing I.
- Opening Plenary: The Joy of Legacy Giving

Richard has 35 years experience in fundraising, the last 25 specialising in legacies. He has held focus groups for over 600 charities in over 25 countries and met around 20,000 supporters to ask their views on Will making and legacy giving. Richard runs inspirational training sessions on "How to make the legacy ask". He has been Chair of both the International Fundraising Congress and the Institute of Fundraising (UK) Convention. And he has researched extensively on donor happiness! He currently runs his own consultancy specialising in developing legacy income.



Beate Sørum
B.BOLD (NOR)

- Masterclass: Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online
- From Good Intentions to More Web Donations
- Expect the Unexpected - Be Ready to Raise Money When Something Goes Viral

Beate worked for the Norwegian Cancer Society, where she did digital fundraising and communication, social media and e-commerce. She's been a digital fundraiser for 5 years, and is a



renowned expert in the field. She is a well-known international speaker. Beate has a skill set that is quite unique in today's market, and helps raise more money online to reach more people – and do more good. Beate loves everything web and digital, and loves to keep learning and testing to improve online fundraising and sharing what she learns.



Peter Štarchoň

UNIVERZITA KOMENSKÉHO V
BRATISLAVE (SK)

- Ako využiť sponzoring na posilnenie značky

Peter is a Vice Dean for undergraduate study at the Faculty of Management, Comenius University in Bratislava. He is a founder and head of the editorial board of a scientific magazine Marketing Science and Inspirations, author or co-author of two monographs and more than 60 articles and papers.



Maria Staszkiwicz

ASPEN INSTITUTE PRAGUE (CZ)

- Crowdfunding as an Alternative Source of Financing

Maria has been active in the non-profit sector since 2006, having held a number of managing and executive positions. Before joining the Aspen Institute, Maria worked as the Director at the Association for International Affairs, a Czech think tank working in the field of international relations, transformation policy and democracy support. In her positions, she has been responsible for

strategic planning and development, advocacy and policy activities, as well as overall organization management and fundraising. Working on the Crowdfunding Visegrad project, Maria tries to explore how crowdfunding can be used to fund non-profit projects.



Zuzana Suchová

SAVIO (SK)

- Bed & Breakfast, vajcia a digitálny kokteil

Out of her 11 years in marketing, Zuzana has been with non-profits for almost 6. She worked as an account, brand marketing and product manager in several international companies. Her cooperation with nonprofits dates back to her working in a full-service direct marketing agency. She worked with the Divé maky NGO for which she improved its website and incorporated online giving tools in it. For dakujeme.sk she worked on projects such as Darujte Vianoce 2012 (Donate Christmas 2012), 10x10 tisíc (Ten Times Ten Thousand) from VUB Bank Foundation and Velké knižné venovanie (The Great Book Donation). A year ago she started working as a fundraiser and PR manager with SAVIO, a Salesian NGO. She is the manager for Adopt a Child in Kenya and Adopt a Classroom in South Sudan projects. She organized Spojme sa pre Južný Sudán teraz (terazvsudane.sk) (Let's Unite for South Sudan Now) and Tehlička (tehlicka.sk) (The Brick) public fund-raising campaigns in which she specialized in individual online donations.



Jan Žaloudek

DRUŽINA (CZ)

- Reklama pro neziskové organizace, aneb jak propagovat, v co věříte
- Advertising for Nonprofits or How to Promote What You Believe In

Jan is a multimedia artist focused on architecture, site-specific installations, graphic design and audiovisual projects. He graduated from the Faculty of Architecture of the Czech Technical University, the Academy of Art, Architecture & Design Prague and the School of Visual Arts, New York. Jan is a member of the Družina creative studio which produces public benefit campaigns. It is a joint project of several artists in the fields of filmmaking, graphic design and photography. They want their work to promote only the values in which they believe. Jan currently lives in NYC and Prague.



Milan Zubíček

ASPEN INSTITUTE PRAGUE (CZ)

- Crowdfunding as an Alternative Source of Financing

Milan works as the Program Manager and is responsible for program planning, external relations and communication. He aims to promote interdisciplinary cooperation in Central Europe and support young leaders in the region. Before joining Aspen, he worked as a public affairs consultant at the international agency Grayling, specializing on energy and IT sectors.

Streda 8. október 2014 – SK-CZ Konferencia					
Od	do	Téma	Host'	Krajina	Organizácia
8:00	9:00	Registrácia účastníkov (Full + Slovak-Czech Programme)			
9:00	9:10	A Môže byť banka sociálna?	Rastislav Blažej	SK	Slovenská sporiteľňa
9:10	10:30	A Kto rozhoduje o darcovskej podpore vo firmách a ako sa k nim dostať	Pavel Hrica	SK	Nadácia Pontis
		B Lead generation – jak získat pravidelného individuálního dárce v online prostoru	Jan Gregor	CZ	Hnutí Duha
		C Reklama pro neziskové organizace, aneb jak propagovat, v co věříte	Jan Žaloudek	CZ	Družina
10:30	11:00	Prestávka na kávu			
11:00	12:00	A Bed & Breakfast, vajcia a digitálny koktejl	Zuzana Suchová	SK	Savio
		B A uzřela oslice anděla (aneb crowdfunding na Hithit.cz)	Pavel Eichler	CZ	Hithit.cz
		C Prinesie nový zákon o verejných zbierkach viac zdrojov?	Igor Polakovič	SK	Centrum pre filantropiu
12:00	12:30	Prestávka na kávu			
12:30	13:30	A Mesiaciky: Ako nám fanúšikovia zafinancovali časť filmu prostredníctvom crowdfundingu	Diana Fabiánová Lenka Gondolová	SK	Smart Life Production Viafilm
		B Fundraisingový trychtýř aneb jak se osvobodit od finanční závislosti	Jana Ledvinová	CZ	České centrum fundraisingu
		C Ako využiť sponzoring na posilnenie značky	Peter Štarchoň	SK	Univerzita Komenského
		Záver Slovensko-českej konferencie			
13:30	14:30	Obed (iba pre účastníkov Full Programme)			

Wednesday 8 October 2014 – Masterclasses					
From	To	Topic	Speaker	Country	Organization
14:00	14:30	Delegate Registration (Masterclass Programme only)			
14:30	16:00	A	Building an Effective Online Fundraising Program for Your NGO	Nick Allen	USA Nuevo Fundraising
		B	Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online	Michael Hoffman Beate Sørum	USA NOR See3 Communications B.Bold
		C	Building a Legacy Strategy Which Costs Nothing I.	Richard Radcliffe	UK Radcliffe Consulting
16:00	16:30	Coffee Break			
16:30	18:00	A	Building an Effective Online Fundraising Program for Your NGO	Nick Allen	USA Nuevo Fundraising
		B	Content Marketing and Social Media: How to Use Compelling Stories to Attract and Retain Donors Online	Michael Hoffman Beate Sørum	USA NOR See3 Communications B.Bold
		C	Building a Legacy Strategy Which Costs Nothing II.	Richard Radcliffe	UK Radcliffe Consulting
End of the Day					
Thursday 9 October 2014 – CEE Conference					
From	To	Topic	Speaker	Country	Organization
8:00	9:00	Delegate Registration (Classic Programme only)			
9:00	9:15	Welcome Speeches	Eduard Marček Norman T. Scharpf Günther Lutschinger	SK USA AT	Slovenské centrum FR Embassy of the USA European FR Association
9:15	10:30	The Joy of Legacy Giving	Richard Radcliffe	UK	Radcliffe Consulting
10:30	11:00	Coffee Break			



11:00 12:30	A	5 Ways to Improve Your Online Fundraising	Nick Allen	USA	Nuevo Fundraising
	B	What Social Media Can Do for Your Fundraising – and What It Can't	Michael Hoffman	USA	See3 Communications
	C	How You Can Lead and Make a Difference	Tony Myers	CAN	Myers & Associates
12:30 13:30	Lunch				
13:30 15:00	A	From Good Intentions to More Web Donations	Beate Sørum	NOR	B.Bold
	B	Advertising for Nonprofits or How to Promote What You Believe In	Jan Žaloudek	CZ	Družina
	C	Major Donors – What Makes Them Different	Eva Aldrich	USA	CFRE International
15:00 15:30	Coffee Break				
15:30 17:00	A	Video Strategy: How to Compete for Donors in a Video-Centric World?	Michael Hoffman	USA	See3 Communications
	B	Monthly Donors – Measuring KPIs, Attrition and Using Data to Maximize Income from Donors	Roland Csáki	HU	WWF International
	C	How to Raise 22,000,000 CZK in 9 Months	Jiří Bárta Tony Myers	CZ CAN	Nadace VIA Myers & Associates
17:00 17:30	Coffee Break				
17:30 18:30	A	Integration of Campaigns, Mass Mobilization and Fundraising	Igor Polakovič	SK	Centrum pre filantropiu
	B	Why Do We Hate Marketing? And Why Can't We Avoid It?	Andrzej Pietrucha	PL	Fundacja BOŚ
	C	Debate: Is Crowdfunding Really That Great?	Jan Kroupa	CZ	České centrum fundraisingu
19:30	Party with Live Music (in Slang pub)				

Friday 10 October 2014 – CEE Conference

From	To	Topic	Guest	Country	Organization
9:00	10:30	A Expect the Unexpected – Be Ready to Raise Money When Something Goes Viral	Beate Sørum	NOR	B.Bold
		B How Do We Get Boards to Do Their Job and Help Fundraise?	Tony Myers	CAN	Myers & Associates
		C Major Donors – What Makes Them Different	Eva Aldrich	USA	CFRE International
10:30	11:00	Coffee Break			
11:00	12:30	A Fundraising Language 2020 Course	Roland Csáki	HU	WWF International
		B Crowdfunding as an Alternative Source of Financing	Maria Staszekiewicz Milan Zubíček	CZ	Aspen Institute Prague
		C How to Raise 22,000,000 CZK in 9 Months	Jiří Bárta Tony Myers	CZ CAN	Nadace VIA Myers & Associates
12:30	13:00	Coffee Break			
13:00	14:00	Getting into Your Supporters' Pants (or Purse) OR Is There an App for Fundraising? Building the 21st Century NGO	Nick Allen	USA	Nuevo Fundraising
		End of the Conference			

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